



May 5, 2025

**VIA EMAIL**

Attorney General Kwame Raoul  
Office of the Illinois Attorney General  
Constituent Services  
115 S. LaSalle Street  
Chicago, IL 60603  
kraoul@atg.state.il.us  
attorney\_general@atg.state.il.us

Re: U-Haul's Deceptive Price Advertising and Fee Scheme

Dear Attorney General Raoul:

A recent Truth in Advertising, Inc. ("TINA.org") investigation into U-Haul Holding Company and its subsidiary U-Haul International, Inc. (collectively "U-Haul") has revealed a multifaceted, deceptive bait-and-switch pricing scheme that hides the true cost of its rentals by omitting mandatory fees and charges from advertised pricing. This results in consumers being charged more than they bargained for, in violation of Illinois law.<sup>1</sup>

TINA.org has filed a complaint regarding U-Haul's marketing and business practices with the Federal Trade Commission (attached), but we bring this matter to your attention because of Illinois's dedication to addressing junk fees<sup>2</sup> and because Illinois consumers are being impacted by U-Haul's deception.<sup>3</sup>

As such, TINA.org urges your office to open an investigation into U-Haul and take appropriate enforcement action.

If you have any questions, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads 'L Smith'.

Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.

A handwritten signature in blue ink that reads 'B-Patten'.

Bonnie Patten, Esq.  
Executive Director  
Truth in Advertising, Inc.

Attachment

Cc via email: Kristine Campbell, General Counsel, U-Haul

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<sup>1</sup> 815 Ill. Comp. Stat. 510/2; 815 Ill. Comp. Stat. 505/2.

<sup>2</sup> See, e.g., State Attorneys General Comment Letter to FTC regarding Unfair or Deceptive Fees NPRM, R207011 (Feb. 7, 2024), <https://www.attorneygeneral.gov/wp-content/uploads/2024/02/2024.2.7-Comment-of-19-State-AGs-Unfair-or-Deceptive-Fees-Trade-Regulation-RuleFinal.pdf>. See also Press Release, Fed. Trade Comm'n, FTC, Illinois Attorney General Take Action Against Grubhub for Harming Diners, Workers, and Small Businesses (Dec. 17, 2024), <https://www.ftc.gov/news-events/news/press-releases/2024/12/ftc-illinois-attorney-general-take-action-against-grubhub-harming-diners-workers-small-businesses>; H.B. 0062, 104<sup>th</sup> Gen. Assemb. (Ill. 2025), <https://ilga.gov/legislation/BillStatus.asp?DocTypeID=HB&DocNum=62&GAID=18&SessionID=114&LegID=155736> (would prohibit advertising an amount a consumer may pay without clearly and conspicuously disclosing the total price); H.B. 4629, 103<sup>rd</sup> Gen. Assemb. (Ill. 2024), <https://www.ilga.gov/legislation/fulltext.asp?DocName=&SessionId=112&GA=103&DocTypeId=HB&DocNum=4629&GAID=17&LegID=152072&SpecSess=&Session=> (same).

<sup>3</sup> See, e.g., October 3, 2023 consumer complaint submitted to FTC (obtained by TINA.org by way of Freedom of Information Act request) (“I booked my first u haul reservation last night at a local dealer and it was set for pick up at 3pm. I called to move the reservation to a location of L and T Auto Repair located at 14150 S Indiana Ave. ... Upon looking at my receipt I noticed that he charged me for smart move insurance which I did not sign up for. When I asked about this extra fee he informed me that U-Haul made it a mandatory policy for all trucks to have insurance due to the looting, rioting and accidents in Chicago. I informed him I had never heard of such mandatory policy from U-Haul especially after literally booking this trip with U-Haul corporate directly. I insisted on a cancellation because at this point not only was the customer service absurdly unprofessional I felt he was trying to commit fraud by telling me this was U-Haul’s policy...”)

Please note that there have been multiple thousands of consumer complaints regarding U-Haul lodged with the FTC, the Better Business Bureau, TrustPilot, and Consumer Affairs, among other outlets. See Letter from FTC to TINA.org re: FOIA-2025-00252 (Nov. 6, 2024); Letter from FTC to TINA.org re: FOIA-2025-00252 (Nov. 25, 2024); BBB Business Profile of U-Haul International Inc., <https://www.bbb.org/us/az/phoenix/profile/truck-rentals/u-haul-international-inc-1126-13114>; Trustpilot Review of Uhaul, <https://www.trustpilot.com/review/www.uhaul.com>; Consumer Affairs U-Haul Reviews, <https://www.consumeraffairs.com/movers/uhaul.html>. For the majority of these complaints, consumers’ home states are not included. As such, there may be many more consumers from Illinois who have been the victim of U-Haul’s deceptive practices.

Further, the mandatory fees and optional costs outlined in TINA.org’s complaint to the FTC (attached) are imposed at U-Haul dealerships throughout the United States, including in Illinois.